Page 6, lines 13 and 23, change "DCN" to --DBDS--.

Page 7, line 1, change "DCN" to --DBDS--.

Page 9, lines 7, 9, 18, 20, 25, and 27 change "26" to --20--.

Page 10, lines 2, 5, 8, and 13 change "26" to --20--.

IN THE CLAIMS

Please cancel claims 1-28.

Please add new claims 29-60 as follows:

-(29.) An electronic commerce system architecture for use in networks having a plurality of network devices, each representing a respective network user, comprising:

a first plurality of first servers, each configured to communicate with a first plurality of network devices associated with a first network, to receive a first product related request from one of the first plurality of network devices, to further transmit the received first product related request, to receive first product related data in response to the further transmitted first product related request, and to transmit the received first product related data to that one network device in response to the received first product related request;

a second server, having a first database storing the first product related data and second product related data, configured to receive the further transmitted first product related request, to transmit the stored first product related data to the one of the first plurality of first servers from which that request is received, and to still further transmit the received first product related request; and

a central server, having a second database storing the first and the second product related data, configured to

2

transmit the first and second product related data stored in the second database, and to receive the still further transmitted first product related request and store the received request in the second database;

wherein the first and the second product related data stored in the first database are the first and second product related data transmitted by the central server.

30. A system architecture according to claim 29, wherein each of the first plurality of first servers is further configured to transmit applications operable to receive the product related data.

31. A system architecture according to claim 29, wherein the first product related request is one of a request to purchase a product and a request for information regarding the product itself.

32. A system architecture according to claim 29, wherein the first product related request is receivable from and the first product related data is transmittable to the one network device only if the one network device is tuned to one of multiple broadcast channels.

33. A system architecture according to claim 32, wherein the first product related data transmitted to the one network device is viewable in conjunction with video programming broadcast over the one channel.

34. A system architecture according to claim 29, wherein

the first plurality of network devices is a plurality of set top boxes.

35. A system architecture according to claim 29, wherein the first network is a video broadcast network.

36. A system architecture according to claim 29, wherein the first product related data is different than the second product related data.

37. A system architecture according to claim 29, further comprising:

a second plurality of the first servers, each configured to communicate with a second plurality of network devices associated with a second network, to receive a second product related request from one of the second plurality of network devices, to further transmit the received second product related request, to receive second product related data in response to the further transmitted second product related request, and to transmit the received second product related data to that one network device in response to the received second product related request; and

a third server, having a third database storing the first and the second product related data, configured to receive the further transmitted second product related request, to transmit the stored second product related data to the one of the plurality of second servers from which that request is received, and to still further transmit the received second product related request;

wherein the central server is further configured to receive the still further transmitted second product related request and

4

store that received request in the second database, and the first and the second product related data stored in the third database are the first and second product related data transmitted by the central server.

38. A system architecture according to claim 29, wherein:

the one first server includes a high priority queue and a low priority queue and is further configured to queue the received first product related request in one of the high and the low priority queues; and

the second server is further configured to receive the further transmitted first product related request within a first time period after receipt of that request, if queued in the high priority queue, to receive the further transmitted first product related request within a second time period after receipt of that request, if queued in the low priority queue, wherein the second time period being longer than the first time period.

39. A system architecture according to claim 38, wherein:

the high priority queue is a real time queue; and
the low priority queue is a batch queue.

40. A system architecture according to claim 38, wherein:

the first product related request includes information indicative of response priority; and

the one first server is further configured to queue the first product related request received from the one network device in the one queue based on the indicated response priority.

41. A system architecture according to claim 29, wherein the first product related data stored in the first and the second databases correspond to a preference of a user associated with the one network device.

42. A system architecture according to claim 29, wherein:

the second database is further configured to store video programming schedule data;

the central server is further configured to transmit the video programming schedule data stored in the second database;

the second server is further configured to store the transmitted video programming schedule data in the first database, to generate trigger data based on the video programming schedule data stored in the first database, and to transmit other data indicative of the availability of the first product related data and the trigger data to the one first server;

the one first server is further configured to receive the transmitted other data and trigger data, to transmit the other data and the trigger data to the one network station, responsive to which an icon is displayed at the one network station simultaneous with a display of broadcast video programming, and to receive the first product related request from the one network device responsive to the display of the icon.

43. A system architecture according to claim 29, wherein:

the second database is further configured to store video programming schedule data;

the central server is further configured to transmit the video programming schedule data stored in the second database;

the second server is further configured to store the transmitted video programming schedule data in the first database, and to transmit other data indicative of the availability of the first product related data and the stored video programming schedule data to the one first server;

the one first server is further configured to receive the transmitted other data and schedule data, to transmit the other data and the schedule data to the one network station, responsive to which an icon is displayed at the one network station simultaneous with a display of broadcast video programming, and to receive the first product related request from the one network device responsive to the display of the icon.

44. A system architecture according to claim 29, wherein:

the one first server is further configured to receive user related data corresponding to a user of the one network devices, and to further transmit the received user related data to the second server;

the second server is further configured to store the further transmitted user related data in the first database, and to transmit the stored user related data with the first product related request to the central server; and

the central server is further configured to store the user related data transmitted by the second server in the second database in association with the stored first product related request.

45. A system architecture according to claim 44, wherein the user related information received by the one first server includes a unique identifier of the one network resource.

46. A system architecture according to claim 44, wherein the user related information received by the one first server is received from at least one of the corresponding user and a broadcaster of video programming over the first network.

47. A system architecture according to claim 44, wherein the central server is further configured to aggregate the user related data transmitted by the second server, to generate a user profile based on the aggregated user related data, and to select the first product related information based on the generated user profile.

48. A method for facilitating electronic commerce in networks having a plurality of network devices, each representing a respective network user, comprising:

storing product related data in a central database;

transmitting the product related data stored in the central database;

storing the transmitted product related data in a decentralized database;

receiving a first product related request from one of a plurality of network devices;

transmitting the received first product related request;

further transmitting the transmitted first product related request;

storing the further transmitted first product related request in the central database;

transmitting a portion of the product related data stored in the decentralized database responsive to the transmitted product related request; and

further transmitting the transmitted portion of product related data stored in the decentralized database to the one network device.

49. A method according to claim 48, further comprising:

transmitting applications operable to receive the further transmitted portion of product related data stored in the decentralized database at the one network device.

50. A method according to claim 48, wherein the product related request is receivable from and the portion of product related data is transmittable to the one network device only if the one network device is tuned to one of multiple broadcast channels.

51. A method according to claim 50, wherein the portion of product related data transmitted to the one network device is viewable in conjunction with video programming broadcast over the one channel.

52. A method according to claim 48, further comprising:

queuing the product related request received from the one network station in one of a high priority queue and a low priority queue; and

wherein, if queued in the high priority queue, the product related request received from the one network station is transmitted within a first time period after receipt of the request and, if queued in the low priority queue, the product related request is transmitted within a second time period after

receipt of the request, the second time period being longer than the first time period.

53. A method according to claim 52, wherein:

the high priority queue is a real time queue; and

the low priority queue is a batch queue.

54. A method according to claim 52, wherein:

the received product related request includes information indicative of response priority; and

the received product related request is queued in the one queue based on the indicated response priority.

55. A method according to claim 48, further comprising:

storing video programming schedule data in the central database;

transmitting the video programming schedule data stored in the central database;

storing the transmitted video programming schedule data in the decentralized database;

generating trigger data based on the video programming schedule data stored in the decentralized database so as to correspond to a broadcast video program;

transmitting other data indicative of the availability of the product related data and the trigger data;

further transmitting the transmitted other data and the trigger data to the one network station, responsive to which an icon is displayed at the one network station simultaneous with a display of the broadcast video programming;

wherein the product related request is received from the one network device responsive to the display of the icon.

56. A method according to claim 48, further comprising:

storing video programming schedule data corresponding to broadcast video programming in the central database;

transmitting the video programming schedule data stored in the central database;

storing the transmitted video programming schedule data in the decentralized database;

transmitting other data indicative of the availability of the product related data and the video programming schedule data stored in the decentralized database;

further transmitting the transmitted other data and the schedule data to the one network station;

wherein, an icon is displayed at the one network station simultaneous with a display of the broadcast video programming responsive to the further transmitted other data and the schedule data, and product related request is received from the one network device responsive to the display of the icon.

57. A method according to claim 48, further comprising:

receiving user related data corresponding to a user of the one network devices;

storing the received user related data in the decentralized database;

transmitting the user related data stored in the decentralized database with the further transmitted product related request; and

storing the transmitted user related data in the central database in association with the product related request stored in the central database.

58. A method according to claim 57, wherein the user related information includes a unique identifier of the one network device.

59. A method according to claim 57, wherein the user related information is received from at lease one of the one network device and a broadcaster of video programming to the one network device.

60. A method according to claim 57 further comprising:

aggregating the transmitted user related data;

generating a user profile based on the aggregated user related data;

selecting the portion of the product related data based on the generated user profile.--

IN THE ABSTRACT

Please delete the abstract in its entirety and substitute therefor the abstract attached hereto on a separate sheet.